

 **Kimberly-Clark** Australia

***The Otways -
Fact or Fiction?***

History of Eucalypt Usage at Millicent Mill

- Originally used in 1986 in combination with pine to improve softness of product. Purchased processed pulp from APM at Maryvale.
- As demand grew and APM used all their own production, KCA had to purchase processed pulp from overseas. Originally this was from Portugal but lately from South America and Thailand.
- Some trial cooking of eucalypt chips was undertaken in 1988.
- Eucalypt plantations were trialed in the local area in 1988.
- Began full scale planting of all our requirements in 1991 when approval was obtained for the construction of our new pulp mill.
- Currently we have 4,200 ha under contract. Our initial plantings have led to the development of a substantial new industry in the area with the likelihood of some 30,000 ha being planted for various endusers.
- We began using logs from the Otways in 1993. These are generally of poor quality and have to be blended with higher quality chip from sawmills and residual wood from other areas.
- Our requirement from the Otways has varied between 25,000 and 50,000 tonnes per year. Our current licence is for 36,000 tonnes per year. We will take about 23,000 tonnes this year as we will begin using some wood from our plantations.
- We only take pulpwood from areas logged by the Department to supply sawlogs for the local area. We prefer to take the tops of trees which are unsuitable for sawlog and wood which is too small for sawlog.

Otways

History

- Logging for over 140 years
- Late 1992 KCA became a customer for "defective" material
- Prior to 1992 KCA imported eucalypt pulp
- Defective material was previously burnt or exported as woodchips - protesters did not accept either process
- No sawlog operation - no defective material

How is KCA driving Otways logging?

Protest Background

- DNRE attacked since 1985
- Many failed campaigns to stop all logging
 - * land erosion
 - * water quality
 - * myrtle wilt
 - * tourism
 - * tiger quolls
- 1997 campaign to pressure DNRE KLEENEX® brand products

Protest Activity

Step 1

- OREN group, Wilderness Society, university student unions
- Blitz KCA with calls and letters
- KCA invited OREN and others to discuss issues face to face with KCA and senior DNRE management
- OREN via student union considered offer for 3 weeks and declined to meet (also declined to forward written proposal)
- Leaflets given to bushwalkers and distributed via environmental stores

Step 2

- Stickers on product in supermarkets:
"Don't wipe your bum on the Otways, Don't buy Kleenex"
- Stickers in public areas - train stations, buildings, NSW and Victoria

Step 3

- Supermarkets near Melbourne universities have products removed from shelves and wheeled to remote corners of store
- Police threat by supermarkets forced protesters to leave

Protest Activity

Step 4

- 100 demonstrators pressure KCA sales administration ladies
- Graffiti on KCA sales office and car park
- Stomping on roof scares administrative staff
- KCA pays \$10,000 for clean-up and 48 hour security

Step 5

- Queensland supermarkets targeted - stock removal
- Victorian universities pressured to boycott KCA products
- Major hotels and regional motels pressured
- VLGA targeted

KCA Response

- Invited OREN to roundtable discussion
- Ran full page advertisements in Colac and Geelong regional newspapers
- Developed Fact Sheet
- Requested DNRE develop Fact Sheet
- Responded to all calls/letters and sent letter and facts to every enquiry
- Sent information to major hotels - all retained
- Visited university supply committees (70% success rate)

Contact: Peter Crowfoot
Corporate Services Manager
Kimberly-Clark Australia
Ph: 02 9963 8011
Fax: 02 9963 8028